



## SisterFriends February-September 2022 Campaign

# SisterFriends Campaign Overview

Program Goal: promote Sisters (Big Sisters) to volunteer /become mentors for Little Sisters (encourage healthy Moms and babies in Detroit)

- Big Sisters- target women 25+
- Little Sisters – target women 15+
- Increase awareness and encourage women to join SisterFriends
  
- Original campaign – March-July, FB/Instagram only - \$21,332
- Campaign Extension – April-Sept, Outdoor boards, bus cards, SEM, FB/Instagram and Radio (WJLB and WMXD) - \$50,000

# Radio: Detroit's Trusted Stations



Prime/drive time spots provided by known voices in Detroit radio



Targeted to their audiences with meaningful, unique messages



LIVES plus recorded

## Two stations over eight weeks:

- **WMXD 92.3 FM – target audience 25+ year old AA females**
- **WJLB 97.9 FM – target audience 18-44 year old AA females**

SisterFriends Detroit supports women who are pregnant until their babies' first birthday. The program mission is to reduce preterm births, low birth weight and infant mortality.

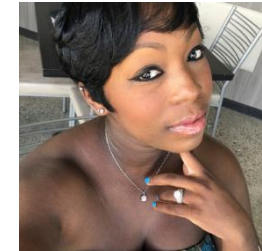
Here's how it works: If you are pregnant and looking for support, you'll be connected with a mentor – a SisterFriend-- that can provide you the support you need from transportation, community services and resources or just a listening ear. Call 313-961-BABY to sign up.

Interested in becoming a SisterFriend/mentor? Call now to sign up or learn more.

Call 313-961-Baby or go to [Detroitmi.gov/SisterFriends](http://Detroitmi.gov/SisterFriends) and let's all work together to make sure our babies are born strong and healthy.



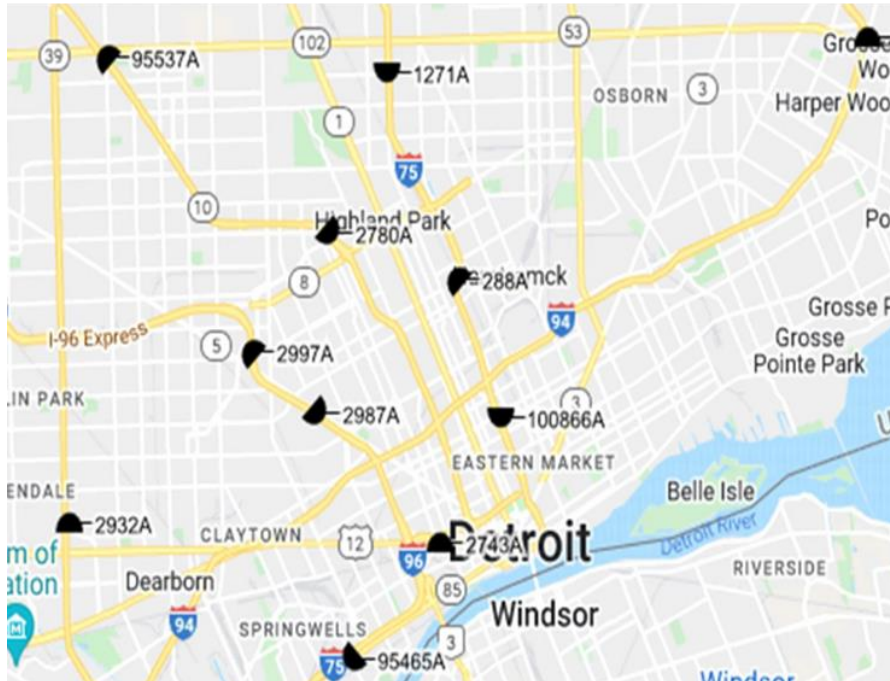
CHERON - *middays*



CHERON - *middays*

# Outdoor / DHD Digital Rotation

Inventory #	Location Description	Copy Size	Resolution in Pixels
1271A - 2 flips	N. I-75 Fwy S/O Eight Mile Rd W/S F/N	14'x48'	208 H x 720 W
2780A	Lodge Fwy N/O Oakman Blvd E/S F/NW	14'x48'	208 H x 720 W
2997A	I-96 Fwy S/O Elmhurst St W/S F/SE	14'x48'	208 H x 720 W
95465A	S. I-75 Fwy S/O Waterman St E/S F/NE	14'x48'	416 H x 1504 W
95537A	Lodge Fwy. S/O Eight Mile Rd. E/S F/SE	14'x48'	416 H x 1504 W
100866A	N. I-75 Fwy S/O Warren Ave. E/S F/N	14'x48'	416 H x 1504 W
1453A	E. I-94 Fwy N/O Vernier Rd E/S F/S	14'x48'	208 H x 720 W
2932A	Southfield Fwy (M-39) S/O Paul Ave E/S F/S	20'x60'	304 H x 912 W
2987A	I-96 Fwy N/O Quincy St (Maplewood Ave) E/S F/NW	14'x48'	208 H x 720 W
2743A - SAB	S. I-75 Fwy Service Dr E/O 14th St N/S F/S	10'x30'	144 H x 464 W
288A - SAB	N. I-75 Fwy .20 mi N/O Westminster St W/S F/SE	14'x48'	208 H x 720 W



- 12 locations
- Main highways in the City of Detroit
- Two versions of artwork for SisterFriends on each board

**Pregnant?**  
**Need help? We got YOU!**  
**Sign up to be a little sister today.**

**Sisterfriendsdetroit.com 313-961-BABY**

**Don't go through pregnancy alone.**  
**Sign up to be a little sister today!**  
**Join the movement!**

**Sisterfriendsdetroit.com 313-961-BABY**



# Outdoor / Spring Neighborhood Boards

Inventory #	Location Description	Facing	Copy Size	IMP 18+ Weekly	Start Date	End Date	# Campaign weeks	Total Campaign IMPs	# weeks over	Total Campaign IMPs
1a) 14212	Kelly Rd N/O Moross Rd E/S F/SW	SW	10'5"x22'8"	128,412	5/2/2022	5/15/2022	1	128,412		128,412
1b) 11261	E. Seven Mile W/O Sunset N/S F/W	W	10'5"x22'8"	39,296	5/16/2022	6/12/2022	4	157,184		157,184
28361	Livernois S/O Alaska W/S F/N	N	10'5"x22'8"	25,404	5/2/2022	6/12/2022	5	127,020	2	50,808
32401	Oakwood E/O Schaefer N/S F/W	W	10'5"x22'8"	84,184	5/2/2022	6/12/2022	5	420,920		420,920
24811	W. McNichols W/O Sorrento S/S F/E	E	10'5"x22'8"	46,069	5/2/2022	6/12/2022	5	230,345		230,345
25132	Fenkell E/O Greyfield N/S F/E	E	10'5"x22'8"	10,279	5/2/2022	6/12/2022	5	51,395		51,395
10961	E. Eight Mile Rd. E/O Schoenherr Rd. S/S F/E	E	10'5"x22'8"	92,270	6/13/2022	7/17/2022	5	461,350	1	92,270
12262	Van Dyke Ave N/O Grinnell W/S F/N	N	10'5"x22'8"	52,399	6/13/2022	7/17/2022	5	261,995		261,995
13871	Gratiot Ave N/O Fairport W/S F/N	N	10'5"x22'8"	94,445	6/13/2022	7/17/2022	5	472,225		472,225
25581	Schoolcraft & Outer Drive N/S F/E	E	10'5"x22'8"	103,805	6/13/2022	7/17/2022	5	519,025	1	103,805
27161	Michigan & Lawndale NE/S F/E	E	10'5"x22'8"	78,085	6/13/2022	7/17/2022	5	390,425		390,425

3,467,179




Outdoor ran from 5/2-7/17  
(two ran through 7/24 with added value)

# Paid Facebook / Instagram




SisterFriends Detroit connects caring and compassionate mentors (SisterFriends) to women who are pregnant (Little Sisters) in the City of Detroit. Healthier Moms, healthy babies. Contact us for more information!



**Detroit Health Department**  
Sponsored

SisterFriends Detroit connects caring and compassionate mentors (SisterFriends) to women who are pregnant (Little Sisters) in the City of Detroit. Healthier Moms, healthy babies. Contact us for more information!



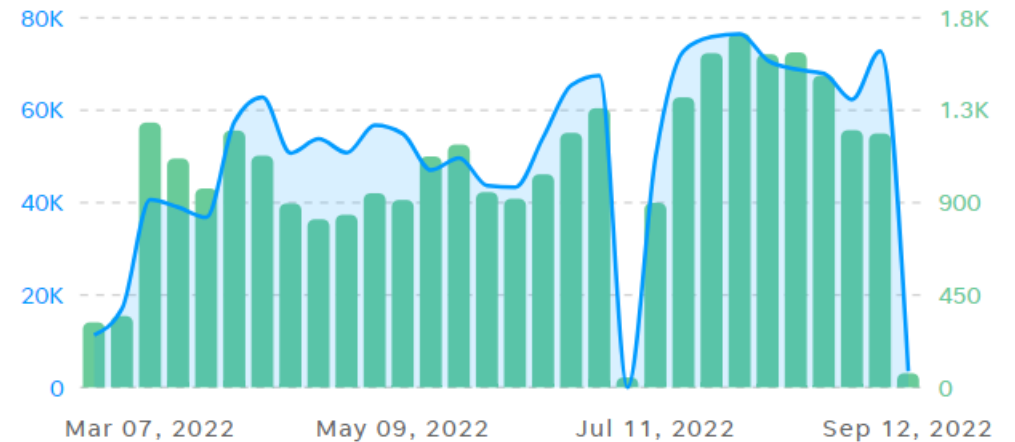
FB.ME  
Join SisterFriends Detroit Today!

Sign up

## IMPRESSIONS AND CLICKS

Your ads drove 31,647 clicks year to date.

Year to Date ▾ Frequency: **Weekly** ▾ 1 Campaign ▾



● Impressions 1,524,504  
● Clicks 31,647  
CTR 2.08%

Paid social media messaging resonated very well with the audience, with 313 comments and a click through rate of 2.08% (benchmark rate of .90%) – more than double the industry standard!

# Paid Digital Overview – Paid Social and SEM (pay-per-click)

## •FB/IG (run dates: 2/21-9/12)

- 1,524,504 impressions, 31,647 clicks, **2.08% CTR**
  - 0.90% CTR benchmark
- 6207 reactions, 313 comments, 1463 shares, 5338 video views
- 100% of impressions came from females, 99% of clicks came from females

## •Search Engine Marketing (4/8-8/1 run dates)

- 19,930 impressions, 1,509 clicks, **7.57% CTR**
  - 4.41% benchmark CTR
- top keywords: pregnancy support groups (12.15% CTR), assistance for pregnant mothers (11.18% CTR), housing for pregnant women (11.18% CTR)

## •Overall

- **2790 leads = 3 calls, 2,787 emails**

# SisterFriends Wrap Up

- All campaign tactics worked well together in a layered capacity to bring visibility and response to the campaign.
- Form fills and phone number tracking helped provide warm leads and continue to help us optimize the campaign on the back end to make it successful.
- With nearly 2,800 leads from digital ads alone, moving forward we would suggest a combination of the same tactics moving forward – outdoor and radio to bring brand awareness/visibility and paid social (Facebook and Instagram) as well as SEM (search/pay-per-click) to harness direct leads.

Please let me know if you'd like to meet to discuss further!

Thank you,

Dawn